

Technology Review Subscriber List

Universe/Base Rate	U.S.	Canada	International
Active Subscribers	Count: 66,952/Price: \$190/M	Count: 1,248/Price: \$400/F	Count: 5,997/Price: \$325/M
Expires	Count: 43,943/Price: \$100/M	Count: 1,201/Price: \$400/F	Count: 4,454/Price: \$295/M

Source: Paid Circulation

Updated: Quarterly

Minimum Order: 5,000 Names for U.S. 4,000 Names for International.

List Type: Postal

Last Update: 09/01/06

LIST PROFILE

Founded in 1899 and published by the world renowned Massachusetts Institute of Technology (MIT), Technology Review today is proud to be the oldest technology magazine in the world. Its mission is to promote the understanding of emerging technologies and to analyze their commercial, economic, social, and political impact on society, government, businesses, academic institutions, and individuals. The goal is to assist business and technology leaders – CTOs, senior technologists, CXOs, CSOs, policy makers, venture capitalists, and early adopters in shaping markets and driving the global economy.

Technology Review occupies an unparalleled position at the intersection of business and technology. No other magazine combines the sophisticated, in depth, emerging technology editorial with the business impact of these innovations.

Technology Review subscribers are senior level decision makers who are active knowledge seekers and innovators with a profound need to understand how technology moves the global enterprise. Subscribers to this award-winning publication are business and technology C level executives as well as affluent and forward-thinking consumers with the income to buy and invest. Perfect for offers from finance to IT to upscale catalogs.

Only Technology Review provides an opportunity to market to senior level decision makers who work for innovative companies in technology driven industries.

SELECTION CHARGES

Home/Business Address	\$15/M
Hotline	\$15/M
Geographic	\$15/M

SPECIAL BASE RATE

Non-Profit Membership Offers	\$150/M
Fundraiser Offers	\$125/M

FORMATS

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TERMS AND CONDITIONS

Sample mail piece required. List must be sent to third-party mailhouse or service bureau. Allow 3-5 working days to process order. A List Rental Agreement must be signed and returned before order is sent. Prepayment is required on all first orders. 20% commission paid to recognized brokers on base rate. Orders of 50,000 or more, 85% net name arrangement applies with \$10/M run charges. Payment is due 30 days from mail date. Cancelled orders are subject to charges. List is rented for one-time use only; violators are subject to payment and future use penalties.

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